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Dear Friends,

Four years ago, the day before I made the move from San Diego to San Francisco, I learned my dad was diagnosed with cancer. We were having our last meal as a family before my big move, and when he broke the news tears came immediately— this is not an update anyone wants to hear, especially when you realize you won't be around to provide help and support. His diagnosis was for Chronic Lymphocytic Leukemia, a form of blood cancer the dads of two of my friends also share. This past fall he underwent 4 rounds of chemotherapy, and while he is not cured of the disease, the treatment did result in a full recovery.

This is why I am honored to accept my nomination for the Leukemia & Lymphoma Society's Woman of the Year campaign, an ambitious 10-week fundraising competition to help raise money for blood cancer research, patient care, advocacy and education. I feel so privileged to be associated with this prestigious campaign, which originated in San Francisco 22 years ago.

Since its inception, Man & Woman of the Year candidates have raised an impressive \$79.4 million to help find a cause and cure for blood cancers. This funding has helped pave the way for research that's led to ground-breaking treatments – such as chemotherapy, radiation and stem cell transplantation – that are vital to treating blood cancers and many other forms of cancer.

My campaign team, Slap Cancer Save Lives, and I are motivated to fundraise in order to make a difference in the lives of patients and their families, as well as to honor my personal hero, my dad. **Our goal is to raise \$100,000 by June 7th.** This would allow our team to fund 2 blood cancer researchers at UCSF, Stanford, or UC Berkeley for one full year. To achieve this goal, it will take the help and support of our friends, family and community. I encourage you to visit my website to learn more about how to donate to my campaign, our dynamic team, and the personal heroes we are honoring:

<http://slapcancer.org>. All donations are 100% tax deductible.

We have all seen too many lives cut short, too many families left devastated by cancer, and blood cancer research can be the gateway to curing other cancers. In honor of my dad, and everyone who has had a family member or friend that has been affected by cancer, I want to not only hit this ambitious fundraising goal, but also exceed it. Thank you so much for the consideration and I look forward to hearing from you soon!

With sincere thanks and appreciation,



Brianna Haag

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